

## **CLAIM AMENDMENTS**

### **Claim Amendment Summary**

#### **Claims pending**

- Before this Amendment: Claims 1-29.
- After this Amendment: Claims 1, 3-5, 7-10, 12-16, 18-19, 21-28

**Non-Elected, Canceled, or Withdrawn claims:** 2, 6, 11, 17, 20, 29

**Amended claims:** 1, 7-8, 12-16, 18-19, 21-25

**New claims:** None

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### **Claims:**

1. **(Currently Amended)** A method implemented by a set top box comprising:

receiving a request to display a program guide, wherein the request is received by the set top box a-client device;

identifying program schedule information, the program information provided by a program schedule information provider;

the client device generating a scrolling custom program guide, the custom program guide being a subset of the program information, the subset of the program information being selected in view of preferences collected from a user of the set top box, the custom program guide including:

program schedule information,

additional information selected for delivery to a user of the set top box, wherein the additional information is selected for the individual-user based upon individual-user-data collected by the set top box about the individual-user, wherein individual-user-data is at least one of a plurality of data types, the plurality of data types comprising:

viewer preferences,

previously viewed programs,

viewing history,

system parameters;

communicating the ~~scrolling~~ generated custom program guide to the connected a display device, the custom program guide being available only on the display device connected to the set top box and;

pausing the custom program guide in response to the user input.

**2. (Canceled)**

**3. (Original)** A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to activation of a guide button associated with the client device.

**4. (Original)** A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to tuning the client device to a channel associated with the program guide.

**5. (Original)** A method as recited in claim 1 wherein receiving a request to display a program guide is generated in response to tuning the client device to a virtual channel.

**6. (Canceled)**

**7. (Currently Amended)** A method as recited in claim 1-6 wherein the additional information is an advertisement.

**8. (Currently Amended)** A method as recited in claim 1-6 wherein the additional information is a video-on-demand promotion.

**9. (Original)** A method as recited in claim 1 wherein the program guide includes:

program schedule information; and

background information received via a broadcast signal.

**10. (Original)** A method as recited in claim 1 further comprising receiving a configuration file that defines operating parameters for the client device.

**11. (Canceled)**

**12. (Currently Amended)** One or more tangible computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 1.

**13. (Currently Amended)** A method implemented by a television entertainment system set-top-box comprising:

receiving a request to display a program guide from a set-top-box user;

identifying program schedule information received from a program schedule information provider;

generating a custom program guide, wherein the program guide displays program schedule information in a scrolling format manner;

detecting a user input, wherein the user input is a request to change the format of the program guide; and

~~if the user input is related to the program guide, changing operation of the~~  
custom program guide to display program schedule information in an interactive format manner.

**14. (Currently Amended)** A method as recited in claim 13 further comprising changing operation of the program guide to display program information in a scrolling format manner after a predetermined time period without user input.

**15. (Currently Amended)** A method as recited in claim 13 wherein a portion of the program guide includes an advertisement associated with a viewer of the program guide, wherein an advertisement associated with a viewer is selected from a plurality of advertisements, the selection based upon set-top-box-user data collected by the set-top-box, the data being at least one of plurality of data types, the plurality of data types comprising:

viewer preferences,

previously viewed programs,

viewing history,

system parameters.

**16. (Currently Amended)** A method as recited in claim 13 wherein a portion of the program guide includes a video preview associated with a viewer of the program guide wherein a video preview associated with a viewer is selected from a plurality of video previews, the selection based upon set-top-

box-user data collected by the set-top-box, the data being at least one of plurality of data types, the plurality of data types comprising:

viewer preferences,

previously viewed programs,

viewing history,

system parameters.

**17. (Canceled)**

**18. (Currently Amended )** A method as recited in claim 13 wherein a first portion of the program guide is customized and generated by the set-top-box ~~a set-top-box and using program schedule information from a program schedule information provider while~~ a second portion of the program guide is received via a broadcast signal and displayed uncustomized.

**19. (Currently Amended )** A method as recited in claim 13 wherein the custom program guide includes:

selected portions of a program schedule information generated by a set top box using program information provided by a program information provider;  
and

selected additional information received via a broadcast signal;

wherein selecting portions of the custom program schedule and the additional information by the set-top-box is based upon set-top-box-user data collected by the set-top-box, the data being at least one of a plurality of data types, the plurality of data types comprising: viewer preferences, previously viewed programs, viewing history, system parameters.

**20. (Canceled)**

**21. (Currently Amended)** One or more tangible computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 13.

**22. (Currently Amended)** One or more tangible computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to:

identify program schedule information received from a program schedule information provider;

identify information regarding a viewer, the information regarding a viewer being at least one of plurality of information types, the plurality of information types comprising:

viewer preferences,

previously viewed programs,

viewing history,

system parameters;

~~select promotional content of interest to the viewer based on the information regarding the viewer; and~~

generate a custom scrolling program guide, wherein the scrolling program guide includes a first portion containing program schedule information and a second portion containing selected promotional content wherein the selected promotional content is selected from a plurality of promotional contents, the selection based upon the information regarding the viewer.

~~of interest to the viewer.~~

**23. (Currently Amended)** One or more tangible computer-readable media as recited in claim 22 wherein the one or more processors further pause scrolling of the program guide in response to viewer input.

**24. (Currently Amended)** One or more tangible computer-readable media as recited in claim 22 wherein the one or more processors further change an operating mode of the custom program guide from a scrolling mode to an interactive mode in response to viewer input.



**25. (Currently Amended)** An apparatus comprising:

a memory device;

a processor coupled to the memory device, wherein the processor is configured to receive program schedule information from a program schedule information provider and to generate a custom scrolling program guide containing the program schedule information, and wherein the processor is further configured to communicate the custom scrolling program guide only to a connected display device, wherein the apparatus is a set top box.

**26. (Original)** An apparatus as recited in claim 25 wherein the program schedule information is stored in the memory device.

**27. (Original)** An apparatus as recited in claim 25 wherein the program guide further contains additional information received via a broadcast channel.

**28. (Original)** An apparatus as recited in claim 25 wherein the processor is further configured to generate an interactive program guide containing the program schedule information in response to a user input.

**29. (Canceled )**